

Subject: Re: [TZM CORE] Fwd: TZM Global Facebook page, a call for collaboration

From: Kari <karin.e.mcgregor@gmail.com>

Date: 15/11/2012 10:09 AM

To: tzm-core-team@googlegroups.com

Well said Cliff. I think the only thing I'd say differently is professionally run non-profit org, rather than business - but I think we basically mean the same thing organization-wise. And where I tend to lean toward horizontal structure and function, the global FB page is a great opportunity for rock-solid TZM PR and maintaining consistency of information so we can't be misconstrued so easily - not for opinions or self-promotion; the admin job is best handled by those (I'm not sure about just 1 person, but certainly accountability in those who do it) who understand that.

The points Andres makes (email just came through!) regarding the broader scope of social networking are also pertinent, and we could certainly benefit from more solutions-oriented inspiration. Andres also touched on reaching a wider demographic with more women, and I'd like to see that taken further (in all of our conscious content development and PR) with reaching a much broader base of people from all walks of life. I'm sure we're all well aware that TZM's main demographic is middle-class white western males in the 25-35 age bracket. We have a long way to go before we balance that out, and I think a conscious mix of communicators from a broader demographic base will go some way toward having the desired effect.

I can't stand social networking myself, so I'm glad there are other people out there willing (even loving it!) to do it :-). I'm reluctant to criticize therefore, but just urge those concerned to keep in mind that FB is front-of-house, just like a website, so needs to be run by a tight ship of clever PR peeps who apply a bit of a personal touch, but don't over-indulge themselves by getting involved in the discussion ;-)

BTW - Cliff, I can't speak for others, but I can assure you there are no letters (of any length) that go unread by me :-)

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Kari McGregor

Editor, *Spirit of the Times* magazine

www.thespiritofcommunity.org

On 15/11/2012 1:03 AM, Zeitgeist Canada wrote:

I don't know if I have this info right, I read through it all and it just brings me back to infrastructure, but...

There should be one global facebook page run by one admin whose "JOB" is to run that page with relevant "movement only" information.

Information such as global events and global zeitgeist movement related information only.

See this page as one run successful:

SONY (its all and only about sony)

<https://www.facebook.com/Sony>

PETA (Its all and only about sony)

<https://www.facebook.com/officialpeta>

If the US wants to post stuff then the US should post stuff on the US page which should be a separate facebook page. It should NOT be allowed to post on the GLOBAL page unless deemed appropriate for global consumption. Canada has it's own facebook page as well as many other countries and if any country wants to post stuff it should be on it's own countries page. (Individual country pages would be more flexible for such posts)

The global site should recognize global "movement" activities only. It should not be a sounding board for personal projects, personal agendas and personal feelings.

So the US should have it's own facebook page just like it should have it's own website. Nothing will change until these things happen.

Then the global site should be run like a professionally tight run business. Not a free for all "leaderless" organization. Numbers and activity will continually decline as long as this is not understood.

Further clarification on "infrastructure" would need to be done in a conference call as I don't have time to write lengthy letters that go unread.

Cliff

From: [David Z](#)

Sent: Wednesday, November 14, 2012 5:00 AM

To: tzm-core-team@googlegroups.com

Subject: [TQM CORE] Fwd: TQM Global Facebook page, a call for collaboration

A case for the core to solve!

----- Original Message -----

Subject: TQM Global Facebook page, a call for collaboration

Date: Wed, 14 Nov 2012 11:59:03 +0100

From: sethli2@gmail.com <mailto:sethli2@gmail.com>

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Dear Friends,

Recently some of the admins on the global page started the initiative to repost the posts each of us makes as to see who posts what and create accountability and transparency.

Besides the odd few, this had been not been opposed. Participation was free. Variants of public post-signing with initials were also mentioned. However, the non-participation of those whose posts were questionable made this initiative impossible.

After some comments on posts by Bakari, he simply resigned from any group or method of discussion, unwilling to have to present arguments for his actions in this 'micromanagement'. Arguments were ignored and he goes his own way, in spite of a single comment in favour of his actions.

VTV posts political posts concerning the US (presidential elections) and stresses the many flaws our society has. The feedback for more problem-solving oriented posts or those giving a better understanding of these flaws/effects was met with disagreement. Also gating these to US audience only is not an option for VTV since 'all news global is relevant for everyone.' He also does not wish to participate in this project. An escalation has led the original admin group to be deleted by Danette.

The group where we repost our posts now surpasses its intent. Many posts on the global page get deleted or we wonder who posted something. Asking who had deleted or posted something now stays unanswered. Since VTV, Bakari (removed themselves) and Peter Joseph (to be invited) are the only ones not in this group, those are the most likely options. In the meanwhile the posts on the global page continue to define the face of the movement without any means of transparency or accountability mechanisms in order to overcome these issues and to start working together towards a common direction.

In the attachment I would like to describe the situation as best as I understand it and provide a possible direction we could take.

Love,
Seth
dutch coordinator

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Global Chapters Administration Trello - status and to-do list:

<https://trello.com/board/tzm-global-core/4f77abf5b625547d2808c0f1>

Global Core Team Trello board:

<https://trello.com/board/global-chapters-administration/4f199b088ab038761f17b066>

(Ask Darr to be invited to Trello Boards)

Worldwide chapters contacts and data spreadsheet:

<https://docs.google.com/spreadsheet/ccc?key=0AkGDKF--mCLjDdUa0FBR1BqQlhpbzI3VnduS09tT1E#gid=2>

TZM Core List of Concerns:

https://docs.google.com/document/d/1VF9wS5MRIK_2lAW2rKvU3oop8owKrysGkLiZZyyFTlw/edit

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TZM Core List of Concerns:

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